

(v) which, when bonded to a substrate, can be released from said substrate by pulling on the adhesive film strip in the direction of the plane of the bond formed between said adhesive film strip and said substrate; and

b) a plurality of hook or loop fasteners adhered to one side of said adhesive film strip in such a way that said hook or loop fasteners are free to be fastened to mating loop or hook fasteners.

69. (Amended) The adhesive film strip composite according to claim 68, wherein said adhesive film strip is covered with a cover film on a side opposite that to which said plurality of hook or loop fasteners are adhered.

70. (Amended) The adhesive film strip composite according to claim 68, wherein said adhesive film strip includes a grip tab at one end.

71. (Amended) The adhesive film strip composite according to claim 70, wherein said grip tab protrudes beyond said plurality of hook or loop fasteners.

72. (Amended) The adhesive film strip composite according to claim 68, wherein said adhesive film strip is elastically or plastically extensible due to the presence of an intermediate support.

73. (Amended) The adhesive film strip composite according to claim 68, wherein:

(i) said hook or loop fasteners are fastened to the plurality of mating loop or hook fasteners,

(ii) said plurality of mating loop or hook fasteners are adhered to one side of a second adhesive film strip,

(iii) said second adhesive film strip is elastically or plastically extensible,
(iv) said second adhesive film strip exhibits an adhesion less than its cohesion,
(v) the adhesion of said second adhesive film strip disappears on extension,
(vi) said second adhesive film strip exhibits a ratio of peel force to tear strength of at least 1:2, and

(vii) when said second adhesive film strip is bonded to a second substrate, said second adhesive film strip can be released from said second substrate by pulling on said second adhesive film strip in the direction of the plane of the bond formed between said second adhesive film strip and said second substrate.

74. (Amended) The adhesive film strip composite according to claim 73, wherein:

(i) said adhesive film strip is covered with a cover film on a side opposite that to which said plurality of hook or loop fasteners are adhered, and/or

(ii) said second adhesive film strip is covered with a cover film on a side opposite that to which said plurality of mating loop or hook fasteners are adhered.

75. (Amended) The adhesive film strip composite according to claim 73, wherein:

(i) said adhesive film strip includes a grip tab at one end, and/or

(ii) said second adhesive film strip includes a grip tab at one end.

76. (Amended) The adhesive film strip composite according to claim 75, wherein:

(i) said grip tab of said adhesive film strip protrudes beyond said plurality of hook or loop fasteners, and/or

(ii) said grip tab of said second adhesive film strip protrudes beyond said plurality of mating loop or hook fasteners.